

Curriculum Vitae

Prof. Ashok Kumar Pokhriyal

Department of Commerce

HNB Garhwal (A Central) University

Srinagar Garhwal, Uttarakhand.

Email: dr.akpokhriyal2013@gmail.com

Mobile: +91- 9411351350



Education

- 1995 **D. Phil** from HNB Garhwal University, Srinagar Garhwal, Uttarakhand
1986 **Master of Commerce** from HNB Garhwal University, Srinagar Garhwal, Uttarakhand
1984 **Bachelor of Commerce** from HNB Garhwal University, Srinagar Garhwal, Uttarakhand

Experience

Teaching Experience: 32 Years

Research Experience: 31 Years

Area of Specialization

- Micro Economics
- Cost Accounting
- Human Resource Management

Research Supervised

Awarded: 09

Research in Progress

Research in progress: 04

- 2017-18 **Title:** “Measuring the Role of Microfinance in Entrepreneurship Development in Submitted Uttarakhand.” *Scholar: Richa Agarwal*
- 2017-18 **Title:** “Measuring Customers’ Perception of Online Hotel Booking: A Study in Uttarakhand.” *Scholar: Swati*
- 2019 **Title:** “Impact of Marketing Mix Practices on Brand Reputation and Students’ Loyalty in Higher Education.” *Scholar: Priya Saini*
- 2020 **Title:** “Impact of Environmental Factors on Sustainable Entrepreneurial Intention among Students in Higher Education Institutions of Uttarakhand.” *Scholar: Swati Goswami*

2020 **Title:** “Dimensions of Brand Loyalty and its Impact on Repurchase Intention.”
Scholar: Anita Yadav

— Administrative and Academic Experience

1991 - 1996 **Lecturer** at HNB Garhwal University, Srinagar Garhwal, Uttarakhand
1996 - 2001 **Senior Lecturer** at HNB Garhwal University, Srinagar Garhwal, Uttarakhand
2001 - 2006 **Reader** at HNB Garhwal University, Srinagar Garhwal, Uttarakhand
2006 - 2017 **Associate Professor** at HNB Garhwal University, Srinagar Garhwal, Uttarakhand
2017 to
till date **Professor** at HNB Garhwal University, Srinagar Garhwal, Uttarakhand

— Conferences/ Symposium/ Workshops attended

- 8th Annual conference held on 27 – 29 October, 2012 by Uttar Pradesh and Economic Association (UPUEA) at Sri Gururam Rai (PG) College Dehradun.
- “Women Participation in MGNEGA: A Study of Tehri Garhwal District of Uttarakhand.” National Conference held on 17 – 18 April, 2013 in Indian Institute of Public Administration, New Delhi.
- “Ensuring Sustainable Development of Indian Economy Role and Challenges to the Sustainable Agriculture Sector in India.” National Conference on Sustainable Development of India: Challenges & Remedies, HNB Garhwal University, March 22 -23, 2014, Badashai Thaul Campus, Tehri Garhwal.
- Workshop on Research Methodology, Department of Commerce, HNBSGU, Srinagar Garhwal, 3 - 4 November, 2015

— Publications

Total Research Publications: 20

— Research Papers Published 2009 onwards

- “Socio – Economic Empowerment of the Poor through Microfinance: An Empirical study of NABARD Sponsored Microfinance Programme in Dehradun District in Uttarakhand, India.” Journal of Social and Economic Policy, 8(2), 227-247
Indexing: Peer-reviewed refereed (2011); **Authors:** Pokhriyal, A.K. and Ghildiyal, V.
- Progress of Microfinance and Financial Inclusion “A Critical Analysis of SHG – Bank Linkage Program in India.” International Journal of Economics and Finance, 3 (2), 255 - 262. **Indexing:** Peer-reviewed refereed; **Authors:** Pokhriyal, A.K. and Ghildiyal, V.
- “Women Empowerment and MGNREGA: Myth or Reality.” Amity Business Review, 17 (1), 163 - 172. **Indexing:** Peer-reviewed refereed; **Authors:** Rani, Rekha and Pokhriyal, A. K.

- “Measuring the Entrepreneurial Intention Among Millennials in Uttarakhand.” AMC Indian Journal of Entrepreneurship, DOI: 10.17010/amcije/2020/v3i2-3/153298
Indexing: Peer-reviewed refereed (2020); **Authors:** Agarwal, Richa and Pokhriyal, A.K.
- “The Role of Indian Entrepreneurship Ecosystem in the era of Climate Change.” AMC Indian Journal of Entrepreneurship, DOI: 10.17010/amcije/2022/v5i2/171470
Indexing: Peer-reviewed refereed (2022); **Authors:** Agarwal, Richa and Pokhriyal, A.K.
- “The moderating effect of attitude to risk on the role of microfinance in entrepreneurship development in Uttarakhand region, India.” Journal of Global Entrepreneurship Research (Springer), <https://link.springer.com/article/10.1007/s40497-022-00317-1>
Indexing: UGC-CARE List (India), 2022; **Authors:** Agarwal, Richa and Pokhriyal, A.K.
- “Measuring Customers’ Perception of Online Hotel Booking: A Study in Uttarakhand.” Anvesak, Vol. 52, No. 01(II), ISSN: 0378-4568
Indexing: UGC Care Group-I, (2022); **Authors:** Swati and Pokhriyal, A. K.
- “Students Perception about 7Ps of Higher Education Marketing Mix in Private Universities in Uttarakhand.” Business Studies Journal, Vol. 14, Issue- 5, ISSN: 1944-6578-14-5-122
Indexing: Peer-reviewed, (2022); **Authors:** Priya Saini and Pokhriyal, A. K.
- “Women Empowerment through Self-help Group (SHGs) – with Special Reference to Haridwar District in Uttarakhand.” International Research Journal of Management Sociology & Humanities, Vol. 13, Issue- 6, ISSN: 2277-9809(0) 2348-9359(P)
Indexing: UGC Care listed, (2022), **Authors:** Priya Saini and Pokhriyal, A. K.
- “Measuring Customers’ Awareness of Online Hotel Booking: A Study in Uttarakhand.” International Research Journal of Management Science and Technology, Vol. 14, Issue- 1(1), ISSN: 2250-1959
Indexing: UGC Care listed, (2023); **Authors:** Swati and Pokhriyal, A. K.

— Declaration

I hereby declare that the contents of my resume are accurate to the best of my knowledge and verify their authenticity.

Prof. A. K. Pokhriyal
Srinagar Garhwal

